RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Joe:

DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 60 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Doral Light*	12300-24698
2	*Doral Light 100*	12300-24750
2	*Doral Lt Men 100*	12300-24752
2	*Doral FF 100*	12300-24751

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$1,208.34**

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$1.00 2-Pack Tear Tape
STANDARD ROSENBAUM

Promotion Description:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$39.20 (2.8 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams
Att: Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 97-11-21
TIME: 03:48 PM

WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	2		3459-0000	05967	(315)593-7844
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4999
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
162303	162322	422751	SUNOCO SCOTIA #1493	ROUTE 184	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
162303		484689	RK CONVENIENT	457 STATE ST	SCHENECTADY	NY	12305	1				
162303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	1				(518)374-4615
162303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	1				(518)482-5738
162303	162324	665430	CASH & CARRY BEVERA	2-4 KELTON AVE	SCHENECTADY	NY	12304	1				(518)346-4611
162303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205	1				(518)459-7667
162303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	1				(518)393-2546
162303	162322	727846	MPC OF ALBANY INC.	1823 WESTERN AVE	ALBANY	NY	12203	1				(518)456-4223
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1				(518)785-6499
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
162304	162321	239719	XTRA MART #1473	RT 9 EXIT 13	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1				(518)273-9781
162304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
162304	162321	548849	T & C MINI MART	500 13TH ST	WATERVLIET	NY	12189	1				(518)272-3466
162304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
162304	162321	642177	NISHA-9-INC.	DBA/BROOK FOODS	BALLSTON SPA	NY	12020	1				(518)885-4669
162304	162322	681800	LLATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1				(518)783-114
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	1				(518)235-6397
162304	162322	745223	CITY NEWS & DELI	705 BROADWAY	ALBANY	NY	12207	1				(518)434-4364
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	1				(518)371-3967
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	1				(518)785-1981
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3148-0000		(518)465-2864
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1			31021	(518)433-0749
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1			184857	(518)465-4232
162305	162326	482562	MUSA AUTO CARE	ROUTE 81 & 32	GREENVILLE	NY	12083	1				(518)966-4317
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
162305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	WEST COXSACKIE	NY	12192	1				(518)731-1020
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
162305		698511	PALENVILLE MARKET	RT. 23A	PALENVILLE	NY	12463	1				(518)678-9287
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	1				(518)424-6786
162305	162326	035936	M & B STOP & SHOP	ROUTE 85	WESTERLO	NY	12193	1				(518)872-0701

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
62305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518)622-9958
62305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048
62306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-2164
62306	162328	226570	XTRA MART #1430	ROUTE 9G	GERMANTOWN	NY	12526	1		3459-0000		(518)537-9936
62306	162326	265445	XTRA MART #1479	ROUTE 23	CRARYVILLE	NY	12521	1		3459-0000		(518)851-2419
62306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	1				(914)758-2493
62306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
62306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
62306	162325	634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	1			17897	(518)274-1100
62306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
62306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
62306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	1			25544	(518)286-2706
62306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
62306	162326	740282	GOTHAM CITY	568 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1				(518)479-3766
62307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-7444
62308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633

PAGE BREAK TOTAL ACCOUNTS 59 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 59 TOTAL QUANTITY 60

********** END OF REPORT FOR PROMOTION 800004 **********

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WHOLESALER PACKING INSTRUCTIONS

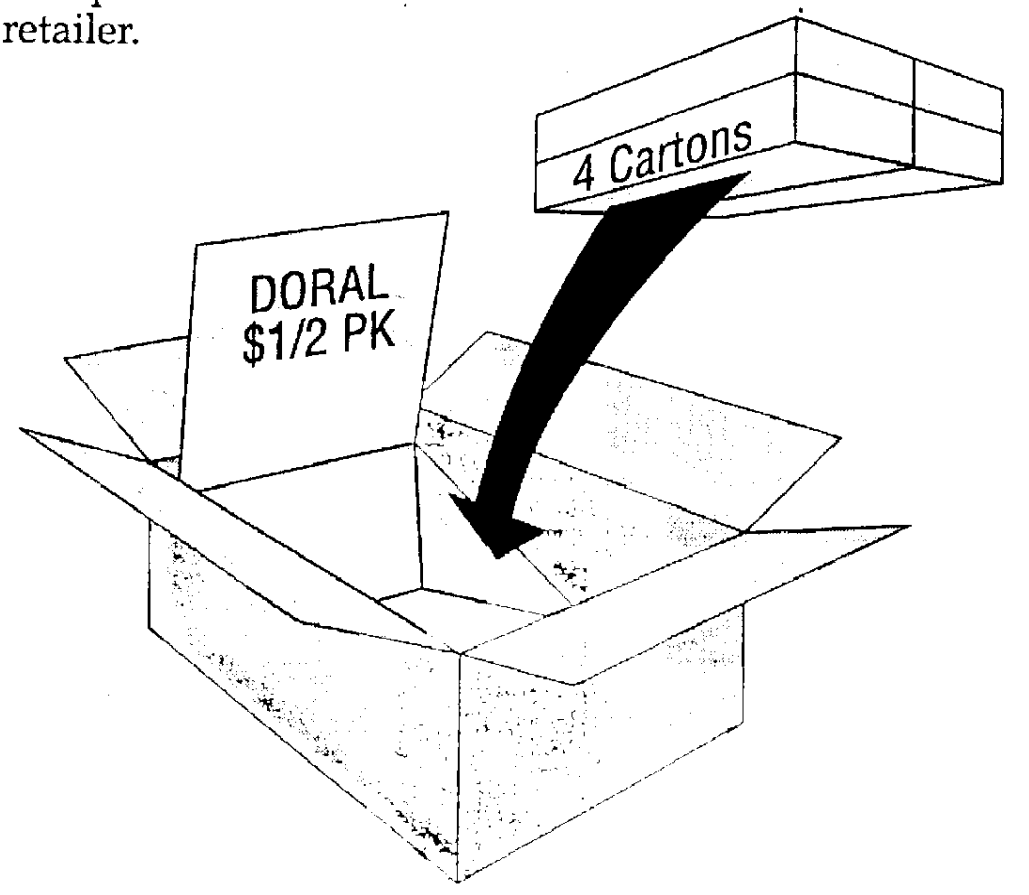
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January DORAL $1.00/2 PK

($1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets
535625 - CTS Pack
Description: DORAL $1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be shipped to all direct accts

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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